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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-54 (GP-064-06-US)**

Applicant: **Darrell ANDERSON, et. al.**

Serial No.: **10/634,501**

Filing Date: **August 5, 2003**

Title: **SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE  
DEVICE SUPPORT**

Examiner: **Not yet assigned**

Group Art Unit: **2171**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**Information Disclosure Statement Transmittal**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. Since each of these references is a U.S. patent, copies are not enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.


Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3).

**Accordingly, it is believed that no fee is due.**

If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, these references should be considered under 37 C.F.R. § 1.97(c).

Respectfully submitted,

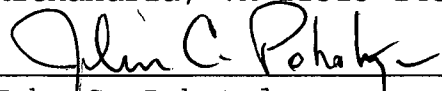
Dated: July 15, 2005

  
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**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

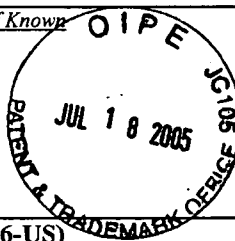
I hereby certify that this correspondence is being deposited on **July 15, 2005** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
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John C. Pokotylo

36,242  
\_\_\_\_\_  
Reg. No.

(modified PTO/SB/08A)

U.S. Department of Commerce Patent and Trademark Office		Complete if Known	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>		Application Number: 10/634,501 Filing Date: August 5, 2003 First Named Inventor: Darrell ANDERSON Group Art Unit: 2171 Examiner Name: Not yet assigned	
		Attorney Docket No.: Google-54 (GP-064-06-US)	
Sheet	1	of	2



## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
/S.A./	AB	5,724,521	03-03-1998	DEDRICK	
	AC	5,754,938	05-19-1998	HERZ et al.	
	AD	5,809,242	09-15-1998	SHAW et al.	
	AE	5,887,133	03-23-1999	BROWN et al.	
	AF	6,134,532	10-17-2000	LAZARUS et al.	
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	AP	6,665,838	12-16-2003	BROWN et al.	
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	AR	US/2004/0073485	04-15-2004	LIU et al.	
	AS	6,772,200	08-03-2004	BAKSHI et al.	
	AT	US 2004/0249709	12-09-2004	DONOVAN et al.	

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Office <sup>3</sup> Number <sup>4</sup>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
/S.A./	BA	WO 01/63472 A2	08-30-2001	BMI-DAS.COM LTD.		
/S.A./	BB	WO 01/44992 A1	June 21, 2001	Yellowbrix, INC.		

Examiner Signature	/Sana Al Hashemi/	Date Considered	04/10/2010
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

U.S. Department of Commerce Patent and Trademark Office		<u>Complete if Known</u>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>		Application Number:	10/634,501
		Filing Date:	August 5, 2003
		First Named Inventor:	Darrell ANDERSON
		Group Art Unit:	2171
		Examiner Name:	Not yet assigned
Sheet	2	of	2
		Attorney Docket No.:	Google-54 (GP-064-06-US)

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
/S.A./	BC	Ubiquitous Advertising on the WWW: Merging Advertisement on the Browser. Youji Kohda and Susumu Endo. Fifth International World Wide Web Conference. (May 6-10, 1996)	
↓	BD	C. Aggarwal, J. Wolf and P. Yu, "A Framework for the Optimizing of WWW Advertising," <i>International IFIP Working Conference on Electronic Commerce</i> , Hamburg, Germany, 1998, published in Trends in Distributed Systems for Electronic Commerce, edited by W. Lamersdorf and M. Merz, Springer-Verlag Lecture Notes in Computer Science, Vol. 1402, pp. 1-10, 1998.	
	BE	Unintrusive Customization Techniques for Web Advertising. Marc Langheinrich <i>et al.</i> Computer Networks. Vol. 31. No. 11-16. pgs. 1259-1272. (Published 1999)	
	BF	Recommending from Content: Preliminary Results from an E-Commerce Experiment, Mark Rosenstein and Carol Lochbaum. CHI 2000. Published April 1-6, 2000, The Hague, The Netherlands.	
	BG	J. Matthews, "Automating Ad Intelligence," SiliconValley, downloaded from <a href="http://www.siliconvalley.internet.com/news/article.php/3531_">http://www.siliconvalley.internet.com/news/article.php/3531_</a> , (June 20, 2000) 4 pgs.	

Examiner Signature	/Sana Al Hashemi/	Date Considered	04/10/2010
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